

Faculty Details Page on College Web-site

Title	Ms.	First Name	Mansi	Last Name	Kapoor	
Designation	Assistant Professor					
Department	Commerce					
Address (Residence)	B-8, 6094, Vasant Kunj, New Delhi-110070					
Phone No (Residence) <i>optional</i>						
Mobile	+91-9654476464					
Fax						
Email	mansikapoor85@gmail.com					
Web-Page						
Education						
Subject	Institution			Year	Details	
M.com	SHIATS (Formerly Allahabad Agricultural Institute), Deemed University			2011	Commerce	
PGDM	JIMS, Kalkaji			2009	Marketing & Finance	
Career Profile						
Organisation / Institution		Designation		Duration	Role	
Delhi College of Arts & Commerce, Delhi University		Assistant Professor		July 24, 2013- Present (4 years approx.)	Teaching	
Research Interests / Specialization						
Marketing, Advertising.						
Teaching Experience (Subjects/Courses Taught)						
Principles of Marketing, International Business, Risk Insurance and Management, Advertising & Personal selling, Foreign Exchange Management, Management Principles & Applications, Computer Applications in Business, Business Environment, Business Organization & Management, Organization Behaviour/ B.com (H); B.com (P)						
Honors & Awards						
NA						
Publications						
1. Mobile dynamics: A digital fabric supporting India's socio economic development IOSR-JBM/ ISSN no. 2319-7668/ Pg no. 01-08						
2. To study the growth of brand awareness through social media marketing and understand the latest trends associated IRJMISH/ ISSN no. 2277-9809/ Pg no. 71-89						

3. Strategic analysis of cosmeceuticals with special reference to anti-aging cream IJBMI/ ISSN no. 2319-801X/ Pg. no. 44-52
4. Strategic analysis of advertisement tools affecting consumer buying behavior IOSR-JBM/ ISSN no. 2319-7668/ Pg no. 14-23
5. Advertising effectiveness on consumer decision making : Study of insurance industry IJoART/ ISSN no. 2278-7763/ Pg no. 83-94
6. Impact of branding strategies on consumer buying behavior in FMCD industry IOSR-JBM/ ISSN no. 2319-7668/ Pg no. 126-135
7. A study of consumer attitude and awareness towards Green marketing & Green Branding IJAR/ISSN no. 2249-555X/ Pg no. 315-319
<u>Conference Presentations</u> NA
Public Service / University Service / Consulting Activity/College Committee members NA
<u>Professional Societies Memberships</u> AIMA (All India Management Association)
<u>Projects (Major Grants / Collaborations)</u> NA
<u>Other Details</u> <ul style="list-style-type: none"> • Third International Conference on Digital libraries (ICDL 2010): Maadhyam; India Habitat Centre (IHC), New Delhi; February 23-26, 2010. • Workshop on Business Entrepreneurship and Management: UGC-ASC; CPDHE, University of Delhi; January 18-19, 2014. • Smart Teaching- A workshop on technology-enabled pedagogies: Project E-QUAL, Ambedkar University; India Habitat Centre, New Delhi, October 1, 2016. • 3rd National Leadership Conclave, Will Asia Dominate the Next 10 years? : AIMA; Hotel Taj Palace, New Delhi; March 22-23, 2017. • Corporate work experience of 3 years in Marketing.